

PUBLISHED WEEKLY • TENTH YEAR OF PUBLICATION

fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1950

january

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING SATURDAY, SEPTEMBER 9, 1950</u>			
Friday Sept. 8 10:00 A.M. Coffee; Brioche	PREVIEW OF HOLIDAY FASHIONS FOR JUNIORS Emily Wilkens, sponsored by Reich-Goldfarb, Inc., will present her Holiday fashions for juniors to the press and trade. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	EMILY WILKENS	530 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Friday Sept. 8 11:00 A.M.	PRESS SHOWING OF FALL COLLECTION Press preview of Italian imported ready-to-wear originals, designed by Mme. Garnett, and made under her supervision in Rome. Also, custom-order coats, suits and dresses. By invitation only. Showing for customers Wednesday, Sept. 13 at 2:30 P.M. Contact: Dorothy Dunn, EL. 5-5275.	MME. E. GARNETT	47 EAST 51ST STREET SALON
Friday Sept. 8 12:15 P.M.	FRENCH COLLECTION AT PRESS PREVIEW Bergdorf Goodman's French collection of hats and dresses will be presented to the press. By invitation only. Publ.: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Friday Sept. 8 3:00 P.M.	PREVIEW: PARIS-MADE HOLIDAY COLLECTION A presentation by Arnold & Fox of the Holiday collection of afternoon, cocktail, and evening dresses, made in Paris by Miguel Dorian, in "American fabrics for American women." Attendance by invitation only. Publicity: Pauline Greene, Lawrence Esmond Adv. Corp., MU. 7-8297.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM-10TH FLOOR
Friday Sept. 8 4:00 P.M.- 7:00 P.M. Cocktails	MEXICAN FASHIONS IN HAND-PAINTED FABRICS Lila Bath will present separates and sportswear from Mexico in high-styled hand-painted fabrics. All of these fashions are hand-finished and in American sizes. Attendance by invitation only. Contact: Mexican Tourist Commission: CO. 5-4696.	ESTUDIOS TAXCO-- LILA BATH	630 FIFTH AVENUE ROOM 801
Saturday Sept. 9 2:30 P.M.	SHOWING OF COATS MADE IN ISRAEL Gimbels will present a collection of woolen coats, designed and manu- factured in Israel. Open to public. Publicity: Terry Mayer, LO. 5-1500.	GIMBELS	3RD FLOOR COAT DEPARTMENT

WEEK BEGINNING MONDAY, SEPTEMBER 11, 1950

Monday Sept. 11 9:00 A.M. Breakfast	PREVIEW OF FABRIC FAIR FOR MAGAZINE EDITORS The magazine press will be invited to a preview of the Fabric Fair at Macy's Fabric Center. 6th Floor, to be followed by a buffet breakfast in the Executive Dining Room on the 13th Floor. Attendance by invitation only. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	FABRIC CENTER 6TH FLOOR
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 11 10:00 A.M.	PRESS PREVIEW OF HOLIDAY COLLECTION A collection of Holiday fashions, designed for Surrey Classics by Esther Reifer, will be presented to the press. Attendance by invitation only. Continuous daily showings for the trade, beginning <u>Thursday, Sept. 14</u> . Publicity: Ruth Hammer Associates, EL. 5-7108.	SURREY CLASSICS, INC.	498 SEVENTH AVENUE SHOWROOM-4TH FLOOR
Monday Sept. 11- Sept. 16 10:30 A.M.- 4:30 P.M.	SHOWING OF IRENE OF HOLLYWOOD FASHIONS Lord & Taylor will present the Irene of Hollywood Fall dress collection, beginning Mon., Sept. 11 through Sat., Sept. 16, from 10:30 A.M. to 4:30 P.M. Press invited. Open to public. Publ.: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	3RD FLOOR COAT SALON
Monday Sept. 11 12:00 Noon- 1:30 P.M.; 2:00 P.M.- 3:00 P.M.	FOOTWEAR FASHIONS FOR FALL AND WINTER "Troylings on Parade"--Seymour Troy will personally present an informal showing of his footwear fashions for Fall and Winter. Also, an exhibit of "Shoes Through the Ages", coordinated by Michele Murphy of the Brooklyn Museum. Showing from 12:00 Noon to 1:30 P.M.; and at 2:00 P.M. in the Shoe Dept., 4th floor. Open to public. Publicity: Frances Bemis, Feature Events Department, TR. 5-7200, Ext. 664.	ABRAHAM & STRAUS	4TH FLOOR RESTAURANT
Monday Sept. 11 12:30 P.M. Luncheon	TATIANA DU PLESSIX CUSTOM MILLINERY SHOW Custom millinery for Fall and Winter, designed by Tatiana du Plessix, will be presented to the press. Attendance by invitation only. Contact: Publicity Department, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE
Monday Sept. 11 2:00 P.M.	FASHION SHOWING OF PARIS ORIGINALS New Paris Originals for Fall and Winter will be presented at a showing by Russeks. Gloves from Dawnelle. Press invited. Open to public. Publicity: Miriam Lenzen, WI. 7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR
Postponed Sept. 11	HATTIE CARNEGIE'S CUSTOM-ORDER SHOW, SCHEDULED FOR MON., SEPT. 11 AT 3:00 P.M., HAS BEEN POSTPONED TO THURS., SEPT. 14, 12 M. (See Page 3).		
Beginning Monday Sept. 11	SHOWING OF HOLIDAY FASHIONS FOR JUNIORS Jerry Greenwald will present a group of Holiday fashions, designed by Lee Evans. By appointment. Contact: LO. 5-4850.	JERRY GREENWALD, INC.	1400 BROADWAY SHOWROOM-29TH FLOOR
Sept. 12	ROSH HASHONAH--FIRST DAY OF JEWISH NEW YEAR (Tuesday).		
Tuesday Sept. 12 10:00 A.M.	PARIS COLLECTION AT PRESS SHOWING Henri Bendel will invite the press to preview the collection of Paris fashions. By invitation only. Publicity: Frances Anderson, CI. 7-1100.	HENRI BENDEL	3RD FLOOR
Tuesday Sept. 12 11:00 A.M.	PRESS SHOWING OF CUSTOM COLLECTION Oldric Royce will present his Fall custom-order collection to the press. Attendance by invitation only. Publicity: Nona James, CH. 4-7658.	OLDRIC ROYCE	16 EAST 52ND STREET SALON
Sept. 13	ROSH HASHONAH--SECOND DAY OF JEWISH NEW YEAR (Wednesday).		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 13 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL READY-TO-WEAR Bloomingdale's will present Fall ready-to-wear "Green Room" fashions at their semi-annual showing for the press, in the 4th Floor Training Dept., Classroom "C". Show at 10:00 A.M. Attendance by invitation only. Publicity: Dervin O'Brien, EL. 5-5900, Ext. 695 or 311.	BLOOMINGDALE'S	4TH FLOOR CLASSROOM "C"
Wednesday Sept. 13 11:00 A.M.	PRESS PREVIEW OF NEW COLLECTIONS Lilly Dache will present her head-to-toe collection for 1950, including hats, costumes, jewelry, gloves and hosiery. (<u>Note Change of Time</u>). Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	78 EAST 56TH STREET 2ND FLOOR
Wednesday Sept. 13 12:00 Noon Show 1:00 P.M. Luncheon	PRESS PREVIEW OF FUR FASHIONS Morris Hessel will present his Fall and Winter fur fashions for 1950-1951 to the press in the Shelburne Lounge. Fur accessories, including fur flowers, handbags and belts by Parisian designer, Mme. Claire Kafka. (<u>Note Change of Time</u>). Attendance by invitation. Publicity: Clyde Matthews, Randall Associates, JU. 2-4390.	MORRIS HESSEL, INC. (231 WEST 29TH STREET)	HOTEL SHELburne LEX. AVE. & 37TH
Wednesday Sept. 13 4:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF FABRIC DESIGN EXHIBIT Press preview of an exhibit of "Modern Painters and Sculptors in Fabric Design", in cooperation with leading textile firms. Attendance by invitation only. Open to public through October 28. Publicity: Mary Marsh, PL. 7-5810.	PERSPECTIVES GALLERY	34 EAST 51ST STREET 6TH FLOOR
Thursday Sept. 14 9:30 A.M. Breakfast	PREVIEW OF 1951 SWIMSUITS & SUNCLOTHES New swimsuits and sunclothes fashions for the entire family will be presented at a breakfast for the press and trade by Jantzen Knitting Mills. Attendance by invitation only. Publicity: Natalie Bruere, LO. 4-2820.	JANTZEN KNITTING MILLS	HOTEL PIERRE COTILLION ROOM
Thursday Sept. 14 10:00 A.M.	PRESS PREVIEW OF BRAND NAMES FASHIONS Gimbels will present fashions by brand name manufacturers to the press. Attendance by invitation. Public showing at <u>6:00 P.M.</u> on the <u>3rd Floor</u> . Publicity: Terry Mayer, LO. 5-1500, Ext. 600.	GIMBELS	2ND FLOOR FASHION OFFICE
Thursday Sept. 14 11:00 A.M.	PRESS PREVIEW: WINTER AND RESORT FURS Esther Dorothy's press preview of her Winter and Resort fur collection. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	ESTHER DOROTHY	68 EAST 56TH STREET SALON
Thursday Sept. 14 12:00 Noon	PRESS PREVIEW OF FALL CUSTOM COLLECTION Hattie Carnegie will present her Fall custom-order collection to the press. By invitation. (<u>Note Change of Date & Time</u>). Publ.: Sanna Brody, PL. 5-2600.	HATTIE CARNEGIE	42 EAST 49TH STREET SALON
Thursday Sept. 14 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW De Pinna will present Fall fashions. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. De Pinna Publ.: Dorothy Coburn, MU. 8-2000. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 14 1:00 P.M. Luncheon	SHOWING OF FALL FASHIONS AT LUNCHEON A presentation of Fall fashions by Saks 34th Street during luncheon. Press by invitation. Public by reservation; contact: "Albert", head-waiter, EL. 5-3000. Saks 34th St. Publicity: Frances Eisner, LA. 4-7000. Waldorf Publ.: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.	SAKS 34TH STREET	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Sept. 14- Sept. 16 2:30 P.M.	FABRIC FAIR AND FASHION SHOW "Three-Day Fabric Fair" featuring a Vogue Pattern fashion show and new fabrics on Thursday, Sept. 14 at 2:30 P.M. and 6:30 P.M.; Friday, Sept. 15, at 12:00 Noon; and Saturday, Sept. 16, at 1:00 P.M. Publicity: Frances Bemis, Feature Events Department, TR. 5-7200, Ext. 664.	ABRAHAM & STRAUS	4TH FLOOR FABRIC DEPARTMENT
Thursday Sept. 14 3:00 P.M.	PRESS PREVIEW: CUSTOM- ORDER COLLECTION Elizabeth Arden will present a press preview of her Fall custom-order collection...American and French original designs, created especially for Elizabeth Arden, to be sold exclusively under the Elizabeth Arden label. By invitation only. Publicity: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON
Thursday Sept. 14 4:00 P.M.- 7:00 P.M.	COCKTAIL PARTY FOR THE PRESS Mr. Charles A. Mooney, president of Lentheric, will invite the press to a cocktail party. By invitation only. Publ.: Mr. H.A. Behrens, PL. 3-6300.	LENTHERIC	745 FIFTH AVENUE TERRACE-28TH FLOOR
Friday Sept. 15 9:30 A.M. Breakfast	FASHION PREVIEW AT BREAKFAST SHOWING "Pertinent Perennials"---a group of clothes for "around-the-calendar" wear, will be presented by Janice Milan. Attendance by invitation only. Publicity: Barbara Fields, LO. 4-7940.	JANICE MILAN, INC.	498 SEVENTH AVENUE SHOWROOM-15TH FLOOR
Monday Sept. 18 9:15 A.M. Breakfast Following	PREVIEW OF IMPORTS AND COPIES "Accessory Bazaar"---a press preview of imports (and copies, too) from France, Italy and Switzerland. Breakfast following show in the Executive Dining Room, 13th floor. By invitation. Publ.: Helen Law, CH. 4-2000.	MACY'S NEW YORK	STREET FLOOR BROADWAY ENTRANCE
Monday Sept. 18 9:30 A.M. Breakfast	PRESS PREVIEW OF HOLIDAY MILLINERY First press showing by Beatrice-Martin of her cocktail, dinner and date hats for Holiday and Winter. By invitation. Publ.: Maud Moody, LE.2-4049.	BEATRICE-MARTIN HATS (47 WEST 56TH STREET)	HOTEL PLAZA WHITE & GOLD SUITE
Monday Sept. 18 12:00 Noon Cocktails; Luncheon	PRESS PARTY FOR BEAUTY EDITORS The Toni Company will invite beauty editors to a special press luncheon. Attendance strictly by invitation. Publicity: Eileene Oberling, The Toni Co., Merchandise Mart, Chicago; Whitehall 4-1800.	THE TONI CO., INC.	WALDORF-ASTORIA JADE ROOM
Monday Sept. 18 12:30 P.M.- 5:00 P.M.	FUR FASHION PROMENADE AT OPENING OF BELMONT The Associated Fur Manufacturers will present fur fashions, designed for wearing to the races. Transportation will be provided for the press. Associated Fur Manufacturers Publicity: Eleanor Lambert, MU. 8-2130. Belmont Track Publ.: Charlotte Byrum, News Contacts, Inc., CO. 5-3166.	ASSOCIATED FUR MANUFACTURERS	BELMONT RACE TRACK QUEEN'S VILLAGE, L.I.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 18 1:00 P.M. Luncheon	TALL GIRLS' FASHIONS AT LUNCHEON SHOW Peg Newton will present Fall and Winter fashions for tall girls during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Peg Newton Publicity: Donna Cannon, PL. 9-5846. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	PEG NEWTON	HOTEL PLAZA TERRACE ROOM
Cancelled Sept. 18	RUSSEKS' SHOWING OF NEW FUR FASHIONS, ORIGINALLY SCHEDULED FOR MONDAY, SEPTEMBER 18, AT 2:00 P.M., HAS BEEN CANCELLED.		
Monday Sept. 18 3:00 P.M.	PRESS PREVIEW: FALL READY-TO-WEAR Hattie Carnegie's Fall ready-to-wear "Blue Room" fashions will be presented to the press. Attendance by invitation only. Publicity: Sanna Brody, PL. 5-2600.	HATTIE CARNEGIE	PARK LANE HOTEL PARK AVE. & 48TH ST.
Monday Sept. 18 3:00 P.M.	PRESS SHOWING OF FALL MILLINERY Monica Basel will present her Fall collection of custom-order hats to the press. Attendance by invitation. Publicity: Helen Barnes, GR. 3-4859.	MONICA BASEL	340 EAST 74TH STREET SALON
Monday Sept. 18	"7TH ANNUAL ASSEMBLY OF FAMOUS FASHIONS" "Out Of This World"--Gimbels will hold the Seventh Annual Assembly of Famous Fashions, with morning and afternoon presentations of Fall collections. Show Director: Lester Gaba. Tickets: \$5.00. Contact: Judy Colt, Pension Fund Office, Philadelphia, Rittenhouse 6-4222. Publicity: Gertrude S. Mayers, Fashion Coordinator, Gimbels, Philadelphia, Pa.	GIMBEL BROTHERS	PHILADELPHIA PENNSYLVANIA
Tuesday Sept. 19 9:30 A.M. Breakfast	PRESENTATION OF LATE FALL MILLINERY Mary Goodfellow will invite the press to a breakfast showing of her Holiday, Resort and late Fall millinery. Showing at 10:00 A.M. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	MARY GOODFELLOW	600 MADISON AVENUE SALON
Tuesday Sept. 19 10:30 A.M. Coffee	SHOWING OF FALL WOMEN'S FASHIONS The press will be invited to a presentation of Roaman's Fall daytime and sportswear fashions for the larger woman. Show at 11:00 A.M. Attendance by invitation only. Contact: Edward Lieb, WI. 7-6400.	ROAMAN'S (20 W. 39TH ST.)	HOTEL ASTOR 8TH FLOOR
Tuesday Sept. 19 12:15 P.M. Luncheon	PARIS FASHIONS AT LUNCHEON MEETING Carmel Snow, editor of "Harper's Bazaar", will report on French Fall collections. A representative group of highlights from the collections will be shown. Commentator: Laura Pyzel, a fashion editor of "Harper's Bazaar". Chairman: Eleanor W. Howard. Price (<u>Note Change For This Luncheon Only</u>): \$4.75 for members. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Tuesday Sept. 19 2:30 P.M.	PRESENTATION OF FALL FASHIONS Martin's will present Fall fashions including coats, suits and dresses. Press invited. Open to public. Publicity: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 19- Sept. 21 2:30 P.M.	SHOWING OF FALL MILLINERY COLLECTION Braagaard will present his Fall millinery to the press and customers at 2:30 P.M. on Tuesday, Sept. 19; Wednesday, Sept. 20; and Thursday, Sept. 21. By invitation only. Contact: Barbara Pearlman, PL. 3-0353.	BRAAGAARD, INC.	10 EAST 56TH STREET SALON
Tuesday Sept. 19 5:00 P.M. Cocktails	PRESS RECEPTION FOR FOR M. ROBERT RICCI Jacqueline Cochran will invite the press to a cocktail party and reception for M. Robert Ricci of Nina Ricci, Paris, couturier and perfume manufacturer. By invitation. Publicity: Leonore Buehler, PL. 7-2880.	JACQUELINE COCHRAN	PLACE TO BE ANNOUNCED
Wednesday Sept. 20 11:00 A.M.	PRESS PREVIEW OF FALL CUSTOM COLLECTION Eulalie will present her Fall collection of custom fashions for day and evening wear; also new wedding gowns. Attendance by invitation only. Publicity: Frank Chapman, TE. 8-8950.	EULALIE (131 EAST 70TH ST.)	SHERRY-NETHERLAND CHANTECLAIR ROOM
Wednesday Sept. 20 12:30 P.M. Luncheon	PRESS SHOWING OF KNIT FASHIONS Presentation of the new collection of Pringle's cashmere sweaters, matching skirts and other knit fashions at a luncheon for the press. Attendance by invitation only. Publicity: Mary Alice Rice, CI. 6-1790.	PRINGLE OF SCOTLAND (9 EAST 41ST STREET)	HOTEL PLAZA BAROQUE SUITE
Wednesday Sept. 20 1:00 P.M. Luncheon	PRESENTATION OF FALL FASHIONS AT LUNCHEON Arnold Constable's Fall fashions for juniors, misses, women, and children. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Arnold Constable Publ.: Lynn Casey, MU. 5-2300, Waldorf Publ.: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 20 2:30 P.M.	JACQUES FATH AMERICAN COLLECTION Lord & Taylor will present Jacques Fath's dress and suit collection for Fall and Winter, designed in America by Jacques Fath, for Joseph Halpert (dresses); and George Carmel (suits). Press invited. Open to public. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	3RD FLOOR
Wednesday Sept. 20 3:00 P.M.	PRESS PREVIEW OF SHOE COLLECTION The Resort and advance Spring 1951 Mademoiselle shoes by Carlisle will be presented at a showing for the press. Attendance by invitation only. Contact: Shirley Blacher, LO. 4-3350.	CARLISLE SHOE COMPANY	350 FIFTH AVENUE ROOM 7419
Wednesday Sept. 20 4:00 P.M.- 6:00 P.M. Cocktails	PREVIEW: CATALINA SWIM FASHIONS FOR 1951 "Catalina Caribbean Holiday"--a presentation of swimsuit fashions for 1951 for men, women and children, at a cocktail party for the press. Attendance by invitation only. Publ.: Rosemary Sheehan, CI. 7-8060.	CATALINA, INC.	STORK CLUB 3 EAST 53RD STREET
Monday Sept. 25 11:00 A.M.	PREVIEW OF FALL CUSTOM COLLECTION Press preview of Mainbocher's Fall custom-order collection. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	MAINBOCHER	6 EAST 57TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 25 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING Showing of Fall fashions by Gimbels during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gimbels Publicity: Terry Mayer, LO. 5-1500, Ext. 600. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	GIMBELS	HOTEL PLAZA TERRACE ROOM
Beginning Monday Sept. 25- Dec. 11 7:30 P.M.- 9:30 P.M.	TENTH FASHION TRAINING COURSE Tenth annual course, "Fashion Jobs", sponsored by The Fashion Group, consisting of ten sessions, Mondays from 7:30 P.M. to 9:30 P.M. Subjects: Fashion Markets, Fabric Styling, Designing, Buying, Fashion Coordination, Advertising, Display-Television; Publicity, Editorial, Job Discussion. Fee for series: \$15.00; or \$2.00 for each lecture. Chmn.: Helen Faith Keane. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER HALL 165 WEST 57TH STREET
Beginning Monday Sept. 25- Sept. 30	ANNUAL NATIONAL SWEATER WEEK The National Knitted Outerwear Association will sponsor the Fifth Annual National Sweater Week. Contact: Edward A. Brandwein, MU. 3-7520.	NATIONAL KNITTED OUTERWEAR THROUGHOUT THE ASSOCIATION	COUNTRY
Tuesday Sept. 26 10:30 A.M.	ADRIAN COLLECTION AT PRESS SHOWING Adrian will present a press preview of his Fall and Winter collection at Gunther Jaeckel. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	GUNTHER JAECKEL, INC.	10 EAST 57TH STREET SALON
Tuesday Sept. 26 12:00 Noon Luncheon	FALL AND WINTER MILLINERY COLLECTION "Las Sombreros de Manana"--Cesar Rubio's millinery collection, designed for the late Fall and Winter social season. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	CESAR RUBIO	40 EAST 50TH STREET SALON
*Wednesday Sept. 27 2:30 P.M.	FRENCH IMPORTS AND FALL COLLECTION B. Weinstein will invite the press and customers to a showing of French imports and a collection of furs, custom-made and ready-to-wear fashions. Attendance by invitation only. Publicity: Irene Staub of C. J. Herrick Assoc., LA. 4-9310.	B. WEINSTEIN	7 EAST 57TH STREET SALON
Wednesday Sept. 27 10:00 A.M.; 3:00 P.M.	SHOWING OF FALL CUSTOM FASHIONS A presentation of Fall custom-order suits and coats by Knize for the press at 10:00 A.M.; for customers at 3:00 P.M. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	KNIZE, INC.	24 EAST 56TH STREET SALON
Wednesday Sept. 27 12:45 P.M. Luncheon	KNIT FASHIONS AT LUNCHEON SHOW "Inspiration for Fall"--presentation of Mimi Pearce's morning, afternoon, and evening handknit fashions for Fall during luncheon. Shoes: J. & J. Slater. Hats: Peggy Corck. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Mimi Pearce Contact: RE. 7-8110. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	MIMI PEARCE	HOTEL PIERRE COTILLION ROOM

*Out of Date Order, Because of Last Minute Change.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 27 1:00 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Frank Martier will present a luncheon showing of his custom-order coats and suits; daytime, afternoon and evening fashions for Fall. Hats: Mary Goodfellow. Furs: Dein-Bacher. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Martier contact: JU. 2-4812. Waldorf Publicity: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.	FRANK MARTIER	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 27 2:30 P.M.	PRESS PREVIEW OF NEW BATHING SUITS Press showing of swimsuits for 1950-1951 by Rose Marie Reid of California. By invitation only. Contact: Winifred Chester, BR. 9-1974.	ROSE MARIE REID OF CALIFORNIA	HOTEL AMBASSADOR TRIANON ROOM
Wednesday Sept. 27 4:00 P.M. Champagne	PRESS PREVIEW OF FUR COLLECTION Fall and Winter furs with advance 1951 styling will be presented to the press by Julius Green. By invitation only. Show Coordinator and Publicity: Helen Faith Keane, LO. 5-7055.	JULIUS GREEN FUR CO.	330 SEVENTH AVENUE SHOWROOM-14TH FLOOR
Thursday Sept. 28 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Rosette Pennington will present Fall fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ROSETTE PENNINGTON	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 28 2:30 P.M.	FIRA BENENSON FASHION SHOWING Lord & Taylor will present Fira Benenson's Fall and Winter dresses to the press and customers. By invitation. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	3RD FLOOR DRESS SALON
Thursday Sept. 28 5:00 P.M.	SHOWING OF FASHIONS FOR THE SMALL MISS Leslie Fay Fashions will present Fall fashions for women 5'5" or under. Press by invitation. Publicity: Helene Towers, BR. 9-7700.	LESLIE FAY FASHIONS, INC.	MUTUAL LIFE BLDG. B'WAY & 56TH STREET
Monday Oct. 2 1:00 P.M. Luncheon	PRESENTATION OF FALL MILLINERY AT LUNCHEON Laddie Northridge will present his Fall and Holiday millinery collection during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Northridge Publicity: Donna Cannon, PL. 9-5846. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	LADDIE NORTHRIDGE	HOTEL PLAZA PERSIAN ROOM
Tuesday Oct. 3 1:00 P.M. Luncheon	LUNCHEON SHOWING OF FALL FASHIONS Daytime, afternoon and evening costumes for Fall, with hats and accessories. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Callot Soeurs Publicity: Mary Marsh, PL. 7-5810. Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000.	CALLOT SOEURS (42 EAST 57TH ST.)	RITZ-CARLTON HOTEL OVAL ROOM
Wednesday Oct. 4 12:45 P.M. Luncheon	FALL SHOE FASHIONS AT LUNCHEON SHOWING J. & J. Slater will present Fall shoe fashions. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. J. & J. Slater Contact: Kathleen Low, PL. 9-4805. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	J. & J. SLATER	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 4 1:00 P.M. Luncheon	MILLINERY SHOWING DURING LUNCHEON Irene of New York will present her custom-made collection of hats during luncheon. Press by invitation. Public by reservation; contact "Albert", headwaiter, EL. 5-3000. Irene Publicity: Nona James, CH. 4-7658. Waldorf Publicity: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.	IRENE OF NEW YORK	WALDORF-ASTORIA SERT ROOM
Thursday Oct. 5 12:45 P.M. Luncheon	SPECIAL SHOWING: MEN'S AND WOMEN'S FASHIONS "Mr. and Mrs. Fashion"--a special showing of Fall and Winter fashions for men and women. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Publicity: Richard Bernstein, PL. 8-1703. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	THE FASHION AUTHORITY FOR THE AMERICAN MALE	HOTEL PIERRE COTILLION ROOM
Thursday Oct. 5 1:00 P.M. Luncheon	LUNCHEON SHOWING OF FALL FASHIONS A presentation of Stein & Blaine's coats, suits and dresses for Fall. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Stein & Blaine Publicity: Betty Greenberg, PL. 3-7700. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	STEIN & BLAINE, INC.	HOTEL PLAZA PERSIAN ROOM
Monday Oct. 9 1:00 P.M. Luncheon	FALL MILLINERY AT LUNCHEON SHOW Eve Tartar will present Fall millinery during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Tartar Contact: TR. 9-3355. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.	EVE TARTAR (750 MADISON AVE.)	HOTEL PLAZA PERSIAN ROOM
Monday Oct. 9 2:30 P.M.	PRESS PREVIEW: SPRING AND RESORT COLLECTION Adler and Adler's Spring and Resort collection, designed by Bonnie Cashin, will be presented to the press. Attendance by invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	ADLER & ADLER	550 SEVENTH AVENUE SHOWROOM-20TH FLOOR
Beginning Monday Oct. 9	OPENINGS OF RESORT AND SPRING LINES Resort, Cruise and Spring lines by members of the Sportswear Guild: ADLER & ADLER, INC. DAVIDOW DAVID M. GOODSTEIN, INC. Contact individual manufacturers.	THE SPORTSWEAR GUILD KANE-WEILL MUTUAL ROSENBLUM CHARLES W. NUDELMAN	INDIVIDUAL N. Y. SHOWROOMS ZOLTAN ROSENBERG CO. SPORT-CRAFT, INC. STAR-MAID DRESSES, INC.
Wednesday Oct. 11 12:45 P.M. Luncheon	SHOWING OF FALL FASHIONS AT LUNCHEON "Designed For Living"--a showing of coordinated Fall fashions by Harriette Harra, Raymodes and Hannah Tróy, Inc. Men's furnishings by Budd, Ltd. Fabrics by Scalamandre. Table Settings by Carole Stupell. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	SPECIALTY SHOPS	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 11 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Presentation of Russeks Fall fashions. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Russeks Publ.: Miriam Lenzen, WI. 7-1900. Waldorf Publ.: Madeleine Riordan, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM

BALLET...MOVIES...TELEVISION...THEATRE

- Beginning Sunday Sept. 10
OPENING: SADLER'S WELLS BALLET, METROPOLITAN OPERA HOUSE, 137 W. 39TH ST.
The return engagement of the Sadler's Wells Ballet will consist of an extensive tour of thirty cities, starting in New York on September 10, and concluding in Toronto on January 20. Tickets on sale at Carnegie Hall box office only. No phone or mail orders. Publicity: Barry Hyams or Martin Feinstein, Hurok Attractions, PL. 9-6000.
- Monday Sept. 11-Sept. 13 4:30 P.M.
TELEVISION: "VANITY FAIR" CBS-TV, CHANNEL 2
Mon., Sept. 11: Fashions from Altman's windows on 5th Avenue--high-styles "for the gal on a budget"; and, Gloria Morsch of American Handicrafts will demonstrate how to fashion all types of belts in leather. Wed., Sept. 13: Yvonne Findling, winner of the "Glamour" magazine contest "Capsule Career Wardrobe" will model the clothes she designed. Betty Downey of "Glamour" will tell why the wardrobe was chosen. Publ.: Helen Brattrud, PL. 5-2000.
- Friday Sept. 15 10:00 A.M.
TELEVISION: THE KATHI NORRIS SHOW WNBT, CHANNEL 4
Milium will be shown for the first time on television with a demonstration of heat retention and porousness of fabrics before and after Milium treatment; also a showing of men's, women's and children's fashions made with Milium. Publicity: Babs Doniger, PL. 3-1742.
- Friday Sept. 15
PREMIERE: "MY BLUE HEAVEN" (Movie) ROXY THEATRE, 7TH AVE. & 50TH STREET
Twentieth Century-Fox presents a Technicolor musical about romance and radio-television production. Stars: Betty Grable, Dan Dailey and David Wayne. Producer: Sol C. Siegel. Director: Henry Koster. Wardrobe: Charles Le Maire. Publicity: Elizabeth Eisenhart, CO. 5-3320.
- Monday Sept. 18
OPENING: "DAPHNE LAUREOLA" MUSIC BOX THEATRE, 235 WEST 45TH ST.
Leland Hayward and Herman Shumlin in association with Sir Laurence Olivier will present James Bridie's play. Stars: Dame Edith Evans, Cecil Parker and Peter Williams. Director: Murray MacDonald. Settings: Roger Furse and Roger Ramsdell. Gowns for Dame Edith Evans: Molyneux. Shoes: Delman. Publicity: Leo Freedman, CH. 4-7250.
- Wednesday Sept. 20
PREMIERE: "THE SLEEPING CITY" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD ST.
Universal-International release of film, which was photographed entirely in New York City and deals with dope peddling. Stars: Richard Conte and Coleen Gray. Producer: Leonard Goldstein. Director: George Sherman. Publicity: Lowell Benedict, PL. 9-8000.
- Monday Sept. 25
OPENING: "AFFAIRS OF STATE" ROYALE THEATRE, 242 WEST 45TH STREET
Richard Krakeur and Fred Finklehoffe will present Louis Verneuil's comedy starring Celeste Holm. Director: John Haggott. Settings: Paul Morrison. Costumes: Dorothy Jenkins. Publicity: Karl Bernstein, CI. 6-0427.
- Tuesday Sept. 26
OPENING: "SOUTHERN EXPOSURE" BILTMORE THEATRE, 261 WEST 47TH ST.
Margo Jones, Tod Adoue and Manning Gurian will present Owen Crump's comedy about a Yankee writer who joins the pilgrimage to Natchez, Miss., where ante-bellum homes have been opened. Star: Cameron Mitchell. Director: Margo Jones. Settings: Frederick Fox. Publ.: Sol Jacobson, CH. 4-1482.
- Wednesday Sept. 27
OPENING: "BLACK CHIFFON" 48TH STREET THEATRE, 157 W. 48TH ST.
John Wildberg will present the English play "Black Chiffon" by Lesley Storm. Stars: Flora Robson. Director: Charles Hickman. Setting: Larry Eggleton. Wardrobe: Molyneux. Publicity: Harry Davies, LO. 5-5982. -10-